

# News Release

FOR RELEASE JANUARY 2, 1968

REMINGTON-PETERS INTRODUCES  
SAFETY COLOR CODING FOR  
ALL 20 GAUGE SHOT SHELLS

Remington Arms Company, Inc., has announced that all Remington-Peters 20 gauge shotgun shells will now have yellow, color-coded bodies to insure positive visual contrast between 12 and 20 gauge shells.

In the past, colors of shot shell bodies have served primarily decorative and brand identification purposes. However, many shooters own and use shotguns of more than one gauge, and 20 gauge shells can sometimes be mistakenly mixed with 12 gauge shells. Consequently, Remington-Peters has introduced the bright yellow color on all 20 gauge shot shells to make them immediately recognizable as such and to reduce the possibility of their being loaded in shotguns of larger bore.

All Remington 12 gauge shells will continue to be colored the traditional Remington green and all Peters 12 gauge shells will retain their well-known blue color.



NEW "ALL AMERICAN" 12 GAUGE  
TARGET LOADS NOW AVAILABLE  
FROM REMINGTON-PETERS

When the Remington Arms Company, Inc., developed the first plastic-body shotgun shells in 1960, it started a trend of continuing improvement in shot shell design that is still going on. A typical example of this was Remington's introduction, in 1963, of "Power Piston," the first one-piece, plastic wad column and shot container. This innovation alone created a dramatic improvement in the range and patterning performance of shot shells for field and clay target shooters alike.

Now Remington-Peters is introducing new and improved 12 gauge target loads. Called "All American," these new loads will be available with No. 9 shot for skeet shooters and No. 7½ and No. 8 shot for trap shooters.

A key feature of the new shells is a locked-in, one-piece, solid plastic base wad whose design aids in faster, more completely uniform ignition and whose strength increases even further the inherent reloadability of the strong, plastic shell bodies.

Since the Remington-Peters "Power Piston" wad column is the lightest used in any shot shells made, new "All American" loads offer clay target shooters maximum velocity with no increase in recoil. Loaded with Remington-Peters extra hard shot, these new shells promise to set new performance standards at all clay target distances. They will be available in January, 1968.



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REMINGTON DEVELOPS NEW  
RIM FIRE MAGNUM CARTRIDGE

For years rim fire cartridges have taken an inconspicuous back seat to their bigger, more powerful brothers, the center fires. With traditional drum-beating, new center fire cartridges, or new loadings for existing ones, have appeared almost as frequently as new auto models. Along the way, the most popular rim fire cartridge has remained the trusty old 22 long rifle, developed way back in 1887.

This year, however, a new rim fire is making a strong and meaningful entry in the new cartridge and new caliber sweepstakes. Remington Arms Company, Inc., has introduced the 5 mm Remington Rim Fire Magnum. In addition to its outstanding ballistic performance, which by itself is significant, this new cartridge offers two other aspects worthy of special note. First is the caliber, 5 mm. This is slightly smaller than the traditional 22 caliber rim fire cartridge. Bullet diameter of the 5 mm Remington Rim Fire Magnum is .2045" in contrast to the .224" bullet diameter of the standard 22 caliber long rifle bullet.

Second, as indicated, the new rim fire cartridge is a magnum. Muzzle velocity for the new cartridge is 2100 f.p.s., making it the fastest rim fire cartridge ever developed. Down range ballistics are also superior to any rim fire cartridge now being made.

In order to match the greater range of this new rim fire cartridge with corresponding accuracy, Remington is loading it with a 38-grain bullet of Remington's highly accurate "Power-Lokt" construction. "Power-Lokt" bullets have already established an enviable record for accuracy both as components and in factory-loaded, center fire rounds. This is the first time "Power-Lokt" bullets have been available in rim fire ammunition.

In overall ballistic performance, the new cartridge falls between the 22 caliber long rifle rim fire and the center fire cartridges in the 22 caliber class, but it is closer to the latter. It thus helps to fill the gap that has existed between the two by providing fine accuracy as well as game-stopping effectiveness up to 150 yards (and beyond for small varmints such as prairie dogs). Ballistics for the new 5 mm Remington Rim Fire Magnum are as follows:

| <u>Range</u><br><u>Yds.</u> | <u>Velocity</u><br><u>(f.p.s.)</u> | <u>Energy</u><br><u>(ft. lbs.)</u> | <u>Trajectory(inches)</u><br><u>Sighted in at 100 Yards</u> |
|-----------------------------|------------------------------------|------------------------------------|---|
| 0                           | 2100                               | 372                                | -   |
| 50                          | 1839                               | 285                                | + .9  |
| 100                         | 1605                               | 217                                | 0   |
| 150                         | 1400                               | 165                                | -4.3  |